

Customer Loyalty

By Justin Sachs

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This book is dedicated to the business leaders who go above and beyond the expected outcomes to provide exceptional service to their clients and customers.

Introduction

Good customer service costs less
than bad customer service.

~ Sally Gronow

In recent years, with the economy being unstable and the world looking for answers, companies all over the globe have been searching for ways to get back to the basics of business. An important factor that most industries are taking into account is the concept of customer loyalty, and how they can improve the relations between the buyer and the business. Ascertaining a positive relationship with clientele is essential to the sustained success of businesses and business owners. With this in mind, I have written a book that can guide business owners to take action in their companies, and preserve the esteem of their loyal customers.

What is Customer Loyalty?

Customer loyalty is building a constructive and lasting relationship between a business, the employees, the product, and the consumer. Patronage to a business is established within the first encounter with the business. The consumer desires a product or service and it is provided. Companies that are able to construct trustworthiness between their merchandise and the customer are more than likely concentrating their efforts around customer loyalty programs.

There are several ways to create an effective customer loyalty program within your business. At the beginning of a business to customer relationship, attentiveness to the wants of the buyer and how to gratify their needs is monumentally important. Once those needs are identified, it is vital to com-

municate to customers that your company is able to offer more than your competitors. Programs like coupons, special offers, buy two get one, etc. are all fantastic building blocks for a customer loyalty system.

Establishing a long-term relationship with the customer is the next step after initiating the relationship. Really building a connection with the customer, getting to know who they are, and what they want is vital. Encouraging employees to create a personal relationship with the consumer is also incredibly important. If a business' employees are not motivated to support the business, then the likelihood of a long-lasting rapport with customers is considerably diminished.

There are multiple ways to reach your customer and begin supportive programs to help them preserve their loyalty once the sale is completed. Using social media and emailing systems are both new and powerful ways to connect with your customer. Another influential route is advertising and marketing with a strong focus on loyalty programs and high quality customer service. The various tools and support for these programs is dependant on a business' aspirations for a strong and loyal customer base. Customer loyalty is only successful if the business aspires to high quality service, valuable communication, and the wishes of the consumer.

Why is Customer Loyalty So Important?

Customer loyalty is essential to the success of any business. Without the consumer, businesses are futile. In a buyer dependant economy, inspiring excellent customer service in employees and retaining a solid customer base is indispensable. The value companies place on their relationships with their buyers will most definitely reflect in their profits. Major